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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL  
for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 130.00)

## Complete If Known

Application Number	10/749,110
Filing Date	December 29, 2003
First Named Inventor	Chad LESTER
Examiner Name	Willow W. Noonan
Art Unit	2146
Attorney Docket No.	Google-33/APP (GP-086-00-US)

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

Charge any underpayment of fee(s) indicated below  Credit any overpayments indicated below

Charge any additional fee(s) due in connection with the filing submitted herewith

Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity	Small Entity	Fee	Fee	Fee Description	Fee Paid
(\\$)	(\\$)	(\\$)	(\\$)		
1090	545	Utility fee			
450	230	Design fee			
720	360	Plant fee			
1520	760	Reissue fee			
220	110	Provisional fee			
<b>SUBTOTAL (1)</b>		<b>(\$ 0.00)</b>			

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	42	-42** =	0	X	52.00	=	0.00	Fee from below	Fee Paid
Independent Claims	4	- 4** =	0	X	220.00	=	0.00		
Multiple Dependent									

Large Entity	Small Entity	Fee	Fee	Fee Description
Code (\$)	Code (\$)	Code (\$)	Code (\$)	
1202 52	2202 26	Claims in excess of 20		
1201 220	2201 110	Independent claims in excess of 3		
1203 390	2203 195	Multiple dependent claim, if not paid		
1204 220	2204 110	"Reissue independent claims over original patent		
1205 52	2205 26	"Reissue claims in excess of 20 and over original patent		
<b>SUBTOTAL (2)</b>		<b>(\$ 0.00)</b>		

\* or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 130	2251 65	Extension for reply within first month	130.00
1252 490	2252 245	Extension for reply within second month	
1253 1,110	2253 555	Extension for reply within third month	
1254 1,730	2254 865	Extension for reply within fourth month	
1255 2,350	2255 1,175	Extension for reply within fifth month	
1401 540	2401 270	Notice of Appeal	
1402 540	2402 270	Filing a brief in support of an appeal	
1403 1,080	2403 540	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 540	2452 270	Petition to revive - unavoidable	
1453 1,820	2453 810	Petition to revive - unintentional	
1501 1,510	2501 755	Utility issue fee (or reissue)	
1502 860	2502 430	Design issue fee	
1503 1,190	2503 595	Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807 50	1807 60	Processing fee under 37 CFR 1.17(c)	
1808 180	1808 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))	
1801 810	2801 405	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
Reduced by Basic Filing Fee Paid		<b>SUBTOTAL (3) (\$ 130.00)</b>	

(Complete if applicable)			
Name (Print/Type)	John C. Pokotylo	Registration No. /Attorney/Agent	Telephone (732) 936-1400
Signature		Date	November 13, 2008

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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NOV 13 2008

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-33/APP (GP-086-00-US)

Applicants: Chad LESTER, et al.

Serial No.: 10/749,110

Filing Date: December 29, 2003

Title: ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL

Examiner: Willow W. Noonan

Group Art Unit: 2146

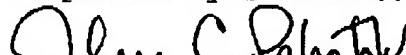
Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

REQUEST FOR A ONE (1) MONTH EXTENSION OF TIME

In response to the Office Action mailed on July 15, 2008, which set a time for response to expire on October 15, 2008, please extend that period one (1) month to expire on November 15, 2008. The Patent Office is authorized to charge the fee of \$130.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,



John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 936-1400

November 13, 2008  
11/14/2008 JVONG1 00000007 501049 10749110  
01 FC:1251 130.00 DA

STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo

Signature

November 13, 2008

Date